The Washington Times

PUBLISHED EVERY EVENING

By The Washington Times Company, THE MUNSEY BUILDING, Penna, ave. FRANK A. MUNSEY, President. R. H. TITHERINGTON, Secretary. C. H. POPE, Treasurer.

One Year (Including Sundays), 13.50.

Six Months, \$1.75. Three Months, 90c. SATURDAY, OCTOBER 16, 1915.

HONESTY IN ADVERTISING

When the Retail Merchants' Astage of the confidence created by his breed disease. competitors and make a honest haul" with untrue state-"quick ments.

Advertising has evolved from an policy. The word "advertising" has could get this number without reundergone a subtle transformation in meaning. From the blatant and is presumed, satisfied to continue to the reserve line with turee years' exaggerated suggestion it conveyed the system of voluntary service. formerly, it now is more nearly It is reasonable to assume that synonymous with "publicity." It Lord Kitchener, with about 3,000,000 has the earmarks of news, and the soldiers already under his banner, public places the same confidence in has the British army near to the in the news matter a newspaper con-

To further this plan concerted eftail Merchants' Association. The agbusiness men is not much stronger than its weakest link. The customer who thinks himself "stung" becomes an advertising medium for his discomfiture that carries farther than any amount of good advertising. To protect themselves against the occasional advertiser of fake wares all the protection an association can

THE INSURANCE BUSINESS

It is getting quite beyond the range of impressiveness, in the simple announcement is made that the 250 life insurance companies do- lies' campaign. every thirty of the national wealth thousand per week means 1,820,000 of this country is owned by life in- men a year. It would appear that surance companies.

which, though small, is one of the perience, thinks that it requires altichest countries, one of the few most 2,000,000 men a year to make reditor countries, of the world. It up the wastage in an army of would buy Switzerland and Portu- 3,000,000. cities, banks, utilities-everything.

been lost to us, many have dimin-entire destruction of the German higher cost of living.

of an early leavetaking.

Less remote, and of more concern to the people of today, are the statements of dentists who make a more serious study of their work than the dentists of past days who merely pulled, and filled, and substituted teeth. Investigation has shown that the mouth is the seat of numerous tonsilitis, and even appendicitis are

teeth are intact. public is that dental clinics be es- the rapid building of a great army sociation went on record last even- tablished for school children. Pub- when the present war began. ing as opposing false advertising it lic-spirited dentists in Washington ing as opposing false advertising it lic-spirited dentists in Washington all is proposed in the Garrison placed itself in the forefront of progressive organizations of its kind. It needed. Remarkable results have to 120,000 men aside from about gave expression to the ideal already been obtained with such clinics in 20,000 non-combatants who are necpracticed in their daily announce- several cities. Though no way has essary to its organization, to retain ments by the vast majority of Wash- yet been found to check the evolu- the militia of the States, and to ington business men. Its efforts will tionary degeneration of teeth, it is create, as the most important feahave the effect of protecting these practical to check the decay of indi- ture of the new plan, a "continenmerchants from the occasional back- viduals' teeth, and to keep mouths tal army," which may be compared slider who may try to take advan- in such conditions that they will not roughly to the British territorials.

THE HUMAN WASTAGE

Lord Kitchener, it is reported by incident of the business world to an an authority commonly reliable, exact science. One of its elemental feels that it is desirable to secure facts is that honesty, in addition to 35,000 enlistments weekly in Great its other merits, is the best paying Britain, from this time forth. If he

the advertising of reputable firms as point of numbers at which he wishes to maintain it. He has men enough to keep 1,500,000 in France and Belfort is to be undertaken by the Re- Islands, and 500,000 on expeditiongium, 1,000,000 in the British gregate advertising of any group of ary service wherever occasion may demand-in Gallipoli, in Serbia, and Greece, or wherever else may be dictated by the exigencies of the war. It is not reasonable to assume, in view of the economic pressure upon Great Britain, that a larger army than this is intended to be sustained throughout the war. Britand values honest merchants need ain must keep about a million people back of the lines and the concentration camps, making munitions and supplies. It must have the rest of its population engaged in some gainful occupations, keeping the wheels of enterprise moving, in order to maintain the role it has asrealm of higher mathematics, to ex- sumed as chief economic supporter, pect any distinct surprise when the supreme naval backer, and only a secondary military factor in the al-

ing business in this country have as-sets now just under five billions of Lord Kitchener thinks he needs But the significant detail is that follars. To put it another way, per. 35,000 men per week to keep his haps it will mean something when forces at their present strength and it is observed that one dollar in provide for emergencies. Thirty-five the chief of the British war office, This fund would buy Holland, after a year and a quarter of ex-

al together, with all their land, all of these are going to be crous military establishment, and all together, with all their land, killed or taken prisoners. A very provides a basis from which distribute hanks utilities—everything. the life insurance companies. If the effective in other ways, by wounds are and other insurance concerns be and disease, that will not cancel The discussion may develop possi-

ished in size, and others show signs, merchant fleet in the Baltic. No more effective form of economic pressure could have been applied to Germany.

THE GARRISON ARMY PLAN

The outline of Secretary Garrison's army plan contains enough to make clear that the Secretary and the experts associated with him infections. Rheumatism, neuralgia, have studied carefully the best models of military organization in othcharged up to unhygienic mouth er countries; notably the Swiss and onditions. The work of the modern Australian plans of universal serdentist concerns itself with these vice, and the British organization things as well as merely seeing that of "territorials," which, perfected after the Boer war had given brit-What is of especial concern to the ain a grievous lesson, made possible

> This continental army is at full strength to number 400,000 men, one-third of them to be enlisted annually for three years. They are to devote two months in each of their first three years to actual service, and after that to be retained on the rolls for three years, liable to be called out in case of necd. training; so that at the end of FIX years there would be 400,000 men in the line and an equal number in the reserve (of course, allowing for deaths, incapacitations, etc.). Add to this the 120,000 men of the increased regular army, and 129,000 representing the calculated strength

MAIL BAG

(From The Times' Readers.)

Communications to the Mail Bag must be written on one side of the paper only; must not exceed 250 words in length, and must be signed with name and address of sender. The publication of letters in The Times Mail Bag does not mean the indorsement by The Times of the opinions of the writer. The Mail Bag is an epen forum, where the citizens of Washington can argue most questions.

postoffice The examination will be

From Pocahontas To NATIONAL PILOTS OF White House Mistress BOTH PARTIES MEET

President's Fiancee Descended From Savior of Capt. John Smith-John Rolfe Took His Indian Prin-

tess Bride to England.

An American of Americans is the Probe Enter of THE, TIMES.

An American of American is the Section of THE, TIMES.

An American of American is the Section of THE, TIMES.

An American of American is the Section of THE, TIMES.

An American of American is the Section of THE, TIMES.

An American of American is the Section of THE, TIMES.

An American of American is the Section of THE, TIMES.

An American of American is the Section of THE, TIMES.

An American of American is the Section of THE, TIMES.

An American of American is the Section of THE, TIMES.

An American of American is the Section of THE, TIMES.

An American of American is the Section of THE, TIMES.

An American of American is the Section of THE, TIMES.

An American of American is the Section of THE, TIMES.

An American of American is the Section of THE, TIMES.

An American of American is the Section of THE, TIMES.

An American of American is the Section of THE, TIMES.

An American of American is the Section of THE, TIMES.

An American of American is the Section of THE, TIMES.

An American of American is the Section of THE, TIMES.

An American of American is the Section of THE, TIMES.

An American of American is the Section of THE, TIMES.

An American of American is the Section of THE, TIMES.

An American of American is the Section of THE, TIMES.

An American of American is the Section of THE, TIMES.

An American of American is the Section of THE, TIMES.

An American of American is the Section of THE, TIMES.

An American of American is the Section of THE, TIMES.

An American of American is the Section of THE, TIMES.

An American of American is the Section of THE, TIMES.

An American of American is the Section of THE, TIMES.

An American of American is the Section of THE, TIMES.

An American of American is the Section of THE, TIMES.

An American of American is the Section of THE, TIMES.

An American of American is the Section of THE, TIMES.

An American of American is the Section of THE, TIMES.

An American of American is the Sectio

to the the 120,000 men of the inc.

The castled equal quard in the States,
and there would be a void, these
men called, organized, and most
of the national quard in the States,
the property of the plan where,
the property

belief interpretations of the control of the contro

Social Center Work at Wilson Normal School

Social center work at the James Ormond Wilson Normal School will start
Monday evening under the joint direction of the Parents' League and the
school officials.

On that evening classes will be started
in music with A. H. Cogswell, of the
school music staff, in charge; in parliamentary law with Miss Nanette Paul,
and in domestic science and household
economics with teachers yet to be
selected.

Smail fees are to be charged to cover the pay of janitors and lighting of the buildins, no school appropriations yet being available for these purposes.

How U. S. Soldiers Would Fight Told to Delegates

ROCK ISLAND, III., Oct. 16—Delegates to the Middle West Preparedness Conference meeting here got an idea today of how Uncle Sam's soldlers will fight in mouster "land dreadnaughts" should time for it hiting come.

At the big arsenal here, they were shown an 11,000-pound car capable of twenty-four miles an hour, and encased in 2,10-inch armor. It is surmounted by

turrets carrying 30 callber machine cuns with a capacity of 450 shots each. The motor is manned by four gunners and two drivers, and has a two-way drive. It will be sent East for testing within a few weeks.

names indicate the wide wide in the descendants of Pocahonias among the foremost families of Virginia Kentucky, and other States.

South and North

Founded Tobacco Industry
Such has been the result of that marriage in the little Episcopal Church at Jamestown more than 30 years ago, when Rebecca Pocahontas Matonca, of Wereweepmaco, daughter of Fowhers.

Wereweepmacon, daughter of Fowhers.

HERE IN DECEMBER

Sale p. m. Leew's Columbia Photoplays, 17 to 11 p. m. Gayety Surfasque, 2.15 and 4.15 p. m.

Tomorrow.

Address, "The Excise Board—An Asset of the Saloon," Rev. Lucius to Clark, Hamline M.

Address, Emil Sense, Secular League, Pyth-lan Lemple 3 p. m.

SUES FOR DAUGHTER BEQUEATHED IN WILL

Albert A. Liesch Institutes Habeas Corpus Proceedings Against Parents-in-Law.

tuted yesterday by Albert A. Liesch in the District Supreme Court to gain pos-session of his five-year-old daughter. Elizabeth Mary Liesch, whose custody was given to the child's grandparents in the will of the mother. Hattle Liesch, filed this week.

Justice McCov. in Equity Court No. 2.